

Meeting Date: 1/27/09

AGENDA REPORT

Agenda Item # 50-1

Santa Clara



City of Santa Clara, California



DATE: January 20, 2009

TO: City Manager for Council Information

FROM: Senior Staff Aide

SUBJECT: Give A Little . . . Help A Lot Campaign Progress Report

The Give A Little...Help A Lot community donation campaign, approved by Council in January 1990, continues to generate funds for specific non-profit entities of the City. Utility bill inserts are mailed two times each year to citizens, informing them of the program and inviting their participation. The programs that benefit from the Give A Little . . . Help A Lot campaign are: Art in Public Places, Concerts in the Park, Harris-Lass Historic Preserve, Keep Santa Clara Clean, Mission City Community Fund, Championship Team Trust Fund, HELP Your Neighbor, Foundation and Friends of the Santa Clara City Library, and July 4th Fireworks.

On July 1, 2007, the Give A Little...Help A Lot campaign program had a total balance of \$13,704.55. Donations received during fiscal year 2007-08 totaled \$4,047.73. A majority of the donations received were for the 2007 HELP Your Neighbor program. After \$4,221.92 of authorized disbursements and budget appropriations by Council, the balance on June 30, 2008 was \$13,530.36.

So far, donations totaling \$3,085.75 have been received in fiscal year 2008-09. After \$2,524.15 of authorized disbursements and budget appropriations by Council, the balance on December 31, 2008 was \$14,091.96.

Council will be provided with updated information for consideration during the normal budget process.

Information on Projects Supported by the Give A Little...Help A Lot campaign:

Art in Public Places: The Cultural Advisory Commission administers the Art in Public Places program. Donations are used to support the City's effort to place sculptured art at City Hall, the Library, and other locations throughout the City. As part of the fiscal year 2007-08 and 2008-09 budget process, Council did not authorize a transfer from the Give A Little...Help A Lot Trust Fund to the City's General Fund.

Concerts in the Park: The City's Concerts in the Park program occurs on Wednesday evenings and Sunday afternoons in late June, July and August. As part of the fiscal year 2007-08 budget process, Council authorized the transfer of \$300.00 from the Give a Little...Help A Lot Trust Fund to the City's General Fund to support this program. As part of the fiscal year 2008-09 budget process, Council authorized the transfer of \$200.00 from the Give a Little...Help A Lot Trust fund to the City's General Fund for the 2008 Concerts in the Park program.

Harris-Lass Historic Preserve: This program provides support to the Harris-Lass living history museum, which is representative of the area's agricultural past. Per Council direction, the Historic Preservation Society of Santa Clara received \$47.00 in fiscal year 2007-08 and \$50.00 in fiscal year 2008-09 from donations earmarked for the Harris-Lass Historic Preserve.

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Keep Santa Clara Clean: This program is an anti-litter, anti-graffiti effort, promoting a clean and healthy city environment. Traditionally, it has been used to fund rewards for information leading to the arrest of graffiti perpetrators through the graffiti abatement program, sponsored by the Cultural advisory Commission. As part of the fiscal year 2007-08 budget process, Council authorized the transfer of \$500.00 from the Keep Santa Clara Clean Trust Fund to the City's General Fund to support this program. As part of the fiscal year 2008-09 budget process, Council authorized the transfer of \$500.00 from the Give a Little...Help A Lot Trust fund to the City's General Fund for the Keep Santa Clara Clean program.

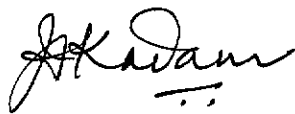
Mission City Community Fund: The Mission City Community Fund (MCCF) provides support for theater and the arts, social services, education, health care, and the environment. Per Council direction, MCCF received \$417.00 from designated donations and \$170.00 from undesignated donations in fiscal year 2007-08. In fiscal year 2008-09, MCCF received \$395.00 from designated donations and \$195.00 from undesignated donations per Council direction. A partial list of grant recipients includes Mission City Opera, Santa Clara Unified School District, and the Portuguese Band of Santa Clara.

Championship Team Trust Fund: This program provides assistance for championship teams/individuals and sports affiliated groups to travel to state, national, and international competitions. These requests are brought before Council for approval as they occur. The balance as of June 30, 2008 was \$1,157.69. In fiscal year 2008-09, no donation has been received.

HELP Your Neighbor: This program provides emergency assistance with utility bill payments for Santa Clara residents experiencing financial hardship. In fiscal year 2007-08, the HELP Your Neighbor Trust Fund provided \$1,652.19 of assistance. So far in fiscal year 2008-09, \$116.65 of assistance has been provided.


Foundation and Friends of the Santa Clara City Library: Donations are used to expand and enhance the library's programs and services. Per Council direction The Foundation and Friends of the Santa Clara City Library received \$357.00 in fiscal year 2007-08 and \$130.00 in fiscal year 2008-09 from designated donations.

July 4th Fireworks: Donations to this program provide assistance towards the traditional fireworks display in Central Park on Independence Day. Fiscal year 2007-08 donations were \$1,006.73. So far in fiscal year 2008-09, \$457.50 of donations have been received. At December 31st the accumulated donation balance in the Give a Little...Help A Lot Trust Fund of \$480.00 for fiscal year 2007-08 and \$457.50 for fiscal year 2008-09 was transferred to the City's General Fund to support the July 4th fireworks display.



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APPROVED:



Jennifer Aparacino
City Manager